

Approved For Release 2009/06/17 : CIA-RDP89-00642R000200160015-0

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2 June 1978
MBK-8030

MEMORANDUM FOR: Chief, FCS

SUBJECT : PTI Evaluation

1. Attached is a copy of an evaluation prepared by [] on a 1-month sample coverage of Bombay PTI English press agency transmissions. It is quite thorough, and there is not much I can add to it.

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2. As you probably know, the five daily half-hour PTI transmissions are at 0130, 0530 (not Sunday), 0600 (Sunday only), 0930, 1230 and 1500 GMT. At present the first two casts provide a jump on processing some items which would later appear from voice, since we do not have a South Asian monitor on duty until 0830 GMT. This will not be a factor, however, when our fourth South Asian monitor is trained and in rotation, as we will then institute a day shift.

3. It appears I misspoke slightly in BK050 initial report on the evaluation. Doublechecking the figures on our September '77 SAMACHAR evaluation, I see we found about 33% of the items fileworthy, whereas the figure for PTI is about 25%. I presume from your concurrence with our suggestion to seek a subscription that you still find this a respectable percentage. It's also noteworthy that a relatively large percentage of the fileable PTI items consisted of brief-type material, and there were very few items meriting high precedence treatment, although this may just be a reflection of the relatively uneventful period in which the survey was taken.

4. We are pushing ahead with negotiations on subscription for initial 3 months to be followed by 1-year contract in October. I hope our efforts to contact PTI bring a better response than those with SAMACHAR last year. We never even got an acknowledgement at that time.

FOR THE CHIEF, FBIS BANGKOK BUREAU:

[]

Deputy Chief

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24 May 1978

TO: Deputy Chief

FROM:

RE: PTI Evaluation

The following is an evaluation of Press Trust of India (PTI) transmissions for the period 15 April-15 May.

PTI transmits five times per day, with an average daily output of 15.2 items. During the evaluation period, a total of 474 items were transmitted; the greatest number of items transmitted on any given day was 26; the least number, 10. The Sunday transmission are generally shorter and usually reflect the lesser amount of "hard news" available on Sundays.

Overall reception for the period in question was good, although there were five days when garbling was a significant factor. Items are occasionally repeated, although there is no discernible pattern and the repeat factor seems to be affected by the availability of other, more current news. Thus, a "hot" news story has no more or less chance of being repeated than a low level domestic item.

During the evaluation period, a total of 119 items were considered to be fileworthy, which is 25 percent of the total.

For purposes of the evaluation, the PTI items were categorized in one of four groups: those having an international aspect and involving India (for example: VIP travel, Indian contacts with foreign firms, leader statements on international topics); those items not involving India (for example: televised proceedings in British House of Commons, Sacca's problems with Burmese refugees); domestic items (for example: leader statements on purely domestic issues, reports on meetings held by Indian business community); and human interest (for example: mountain climbing, transferring a Buddha relic to Sri Lanka, invention of a three-wheel car).

Of the total number of items transmitted during the evaluation period, 145 items fall into the first category (international involving India), some 30 percent of the total.

Of the total, 81 items, or 17 percent were items not involving India.

*Which 7
TOTAL*

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2 May	G	15	6	5	4		5	5	4	1	1	
3 May	G	16	3	3	10		3	5	3	2		
4 May	G	26	8	5	12	1	4	7	4	3	2	
5 May	G	12	5		6	1	3	6	6		1	(no ISI)
6 May	G	11	7	3		1	3	4	2	2	3	
7 May	G	12	4		7	1		2	2			
8 May	G	18	1	5	11	1	2	4	4		1	1
9 May	F/U/F	10	4	2	3	1	2	4	1	3	1	
10 May	F/U/F	11	3		6	2		6	4	2		
11 May	F	14	2	3	9		2	6	3	3	1	
12 May	G	16	5	3	8		4	9	7	2	3	
13 May	G	14	2	3	8	1	1	5	5			(no ISI)
14 May	G	11		4	7			5	5			(PTI 0600 cast uni
15 May	G	13	1	2	8	2	1	3	3			(PTI 0530 cast uni

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DATE	RECEPTION	NO. ITEMS	INTERNAT'L INDIA	NON-INDIA	DOMESTIC	HUMAN INT	FILEWORTH OF TOTAL	TOTAL CARRIED BY DS/ISI	BEFORE PTI	AFTER PTI	FILEWORTH PTI IST/C SOURCE	P/P	O/P
15 Apr	G	17	10	3	4		7	8	3	5	4		
16 Apr	G	21	6		12	3	3	4	1	3	3		
17 Apr	G	13	9	1	3		7	7	5	2	2	1	
18 Apr	G	17	7		10		8	9	6	3	4	1	
19 Apr	G	17	4	3	8	2	6	9	4	5	4	1	
20 Apr	G	15	7		5	3	5	11	8	3	1		
21 Apr	G	16	6	3	7		5	8	5	3	3		
22 Apr	G	15	3	2	6	4	2	8	3	5	2		1
23 Apr	F/G	13	4	1	8		4	4	2	2	3		
24 Apr	G	10	2	1	6	1	3	2	2		2		
25 Apr	G/F/G	19	7	1	10	1	6	11	3	8	4		
26 Apr	G	20	6	3	8	3	2	9	3	6	2		
27 Apr	G/F/G	18	8	3	6	1	5	8	6	2	3		1
28 Apr	G	15	5	6	4		6	7	4	3	3		1
29 Apr	G	17	3	7	5	2	7	7	6	1	3		
30 Apr	G	13	2	5	5	1	8	7	7				
1 May	G	19	5	4	8	2	6	9	7	2	1		

attempted to cover the crisis and to stay current. Given the vagaries of Kabul reception at Bangkok and other bureaus, this may be something to keep in mind.

On the other hand, PTI seems to be able to reach new depths in mundane reportage. While a typical routine item from Delhi Radio or ISI will deal with discussions in the Indian legislature or a politician's views on changing some governmental procedure, its PTI counterpart will consist of a business man's statement at a community seminar or the production plans of an individual enterprise.

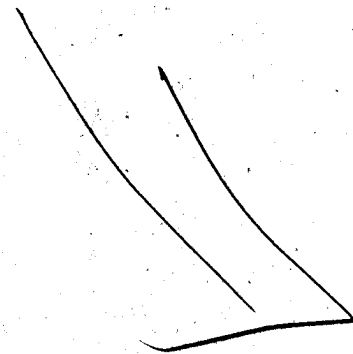
As in all studies involving statistics, the numbers may be manipulated to produce a variety of results. My only observation from working with these figures is that the percentage of fileworthy items from PTI as the first or unique source may be slightly misleading. Although 57 items from this category were considered to be fileworthy, a significant number of those items would probably have been filed as briefs.

Attached are the worksheets giving the daily breakdown.

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out of
order*



Domestic topics were treated by 214 items, some 45 percent of the total.

And finally, 34 items of the total, or 7 percent, were human interest stories.

Of the 474 items transmitted by PTI, 199 (41 percent) were also carried by either Delhi Radio or ISI.

One hundred twenty-eight items (27 percent of the total) were carried by Delhi Radio or ISI before they were carried by PTI.

Seventy-one items (14 percent of the total) were carried by PTI first and then later carried by Delhi Radio or ISI.

A total of 57 items carried by PTI before Delhi Radio or ISI, or carried solely by PTI, were considered to be fileworthy. This represents 12 percent of the total number transmitted and 47 percent of the 119 items considered to be fileworthy.

Four of the fileworthy "PTI first or only source" items would most likely have been filed at priority precedence. (Two weather items, an item on the supply of CIA arms to Kamphas and one on Asad's visit to India). This represents 7 percent of the total for that category.

Three of the fileworthy "PTI first or only source" items would most likely have been filed at O/P precedence. Two of these items added further details to the fast breaking Kabul crisis (fighting in Kabul and a biography of Qader) while the third concerned Indira Gandhi's denial of knowledge of the nuclear device in the Himalayas.) These three items represent 5 percent of the fileworthy "PTI first or only source" items.

It appears as though PTI makes more of an effort to provide a reasonably full account of a major news story than did SAMACHAR. Major PTI stories are generally longer than were their SAMACHAR counterparts and frequently run several PTI takes.

During the 1-month evaluation, no items were transmitted from the nonaligned news pool.

My personal impressions are that Press Trust of India makes a good attempt to provide timely coverage of important or fast breaking news. During the initial stages of the Afghan crisis, it carried numerous items citing Kabul Radio. Even though Bangkok Bureau was able to provide more timely coverage from Delhi or certain Kabul casts than could have been derived from PTI transmissions, it is nonetheless noteworthy that PTI